FILE

fashion/calendar

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September 7, 1964

1964

JANUARY						
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, SEPTEMBER 4, 1964		
Thursday Sept. 3 11:30 A.M.	PRESS PREVIEW: CUSTOM-ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. (For Release, Tues., Sept. 8.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Thursday Sept. 3 12:00 Noon	OPENING OF IMPORT & MIDSEASON COLLECTION Showing of import and midseason-holiday collection. By appointment. Contact: LA. 4-0237.	HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 3 4:30 P.M. Cocktails	"MAN OF DISTINCTION ACCESSORIES COLLECTION" Mr. John will present his collection of top-to-toe custom fashions for men. By invitation. Contact: Joseph Mann, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Thursday Sept. 3 8:00 P.M. Picnic	NEW FASHION CONCEPT IN MEN'S FORMALS "Country Formals"--black-tie picnic to introduce new concept in men's formal fashions, presented by After-Six Formals and Holiday Magazine. By invitation. Contact: Millicent Prince, S.Rudofker, 22nd & Market, Phila.	AFTER-SIX FORMALS; & HOLIDAY MAGAZINE	TAVERN-ON-THE-GREEN CENT.PK.& W.67TH ST.
Thursday Sept. 3	OPENING: SPRING-SUMMER SPORTSWEAR COLLECTION Misses' Spring-Summer active sportswear line in new showroom for fashion press and buying office representatives. By appointment. Contact: Publicity Dept., BR. 9-1972.	WHITE STAG MFG. CO.	1407 BROADWAY SHOWROOM - 20TH FLOOR
Sept. 4	SAKS FIFTH AVENUE RELEASE--Sophie Custom-Order. (Preview Sept. 2)		
Friday Sept. 4 10:00 A.M. Breakfast	PRESS PREVIEW: HUNT-COUNTRY COLLECTION Coats and suits, designed and tailored in England, British tweeds and woolens, imported by Altman's Meadowbrook Shop. (For Release, Wed., Sept. 9.) By invitation. Publicity: Kay Robinson, OR. 9-7800, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR FUR SALON
	WEEK BEGINNING MONDAY, SEPTEMBER 7, 1964		
Sept. 7	LABOR DAY AND ROSH HASHONAH (Monday).		
Sept. 8	BERGDORF GOODMAN RELEASE--Custom-Order fashions.(Preview Sept.3--See Above)		
Sept. 8	BONWIT TELLER'S RELEASE DATE--American Couture Fashions.(Breakfast Sept.9)		
Tuesday Sept. 8 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Bergdorf Goodman preview of their Fall import collection. By invitation. (For Release, Wed., Sept. 9.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Sept. 8	SHOWING OF ADVANCE CRUISE COLLECTION	DAVID M. GOODSTEIN ASSOCIATES	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	By appointment only. Contact: Carolyn Carpenter, LA. 4-2577.		
Tuesday Sept. 8.- Sept. 12	CALIFORNIA RESORT FASHIONS IN N.Y.	WAYNE FULLER, INC. (122 E.7TH ST.,L.A.)	HOTEL GOTHAM
	Resort collection of afternoon dresses, costumes, and after-five fashions. Contact: Dick Steiner, MA. 7-5461(L.A.); after Sept. 8, CI. 7-2200.		
Sept. 9	ALTMAN RELEASE DATE--Hunt-Country Collection. (Preview, Sept.4--See Pg.1)		
Wednesday Sept. 9 9:30 A.M. Breakfast	SALUTE TO AMERICAN COUTURE DESIGNERS	BONWIT TELLER	2ND FLOOR
	Breakfast salute honoring American couture designers. By invitation. (For Release, Tues., Sept. 8.) Customer showing, Thurs., Sept. 10 at 3:00 P.M., by invitation. Publicity: Connie Cowen, EL. 5-6800.		
Wednesday Sept. 9 10:30 A.M. Coffee	PRESS PREVIEW: "ONE WORLD OF FASHION"	GIMBELS	6TH FLOOR
	Preview of fashions and accessories. For the press, by invitation. (For Release, Thurs., Sept. 10.) Publ.: Margot Infantino, LO. 4-3300.		
Wednesday Sept. 9 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON	CISA OF ITALY (1410 BROADWAY)	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Informal showing featuring fashions by Cisa of Italy. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations, contact: CI. 6-9171.		
Wednesday Sept. 9 3:00 P.M.	PRESS PREVIEW: FALL-WINTER COLLECTION	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
	Preview of Elizabeth Arden's Fall-Winter collection, designed by Oscar de la Renta. By invitation. (For Release, Thurs., Sept. 10.) Publicity: McGeehan & O'Connor, 667 Madison Ave., PL. 9-8150.		
Wednesday Sept. 9 4:00 P.M. Cocktails	OPENING OF CREATIVE WORKSHOP FOUNDATION	NEW YORK FASHION DESIGNERS, INC.	1457 BROADWAY ROOM 806-807
	N.Y. Fashion Designers Creative Workshop will be previewed to press, charter members, and guests. By invitation. Contact: Frances Duehren, WI. 7-0324.		
Wednesday Sept. 9 4:30 P.M. Champagne	PRESS RECEPTION: "AWARDS FROM FRANCE"	FRENCH LACE INDUSTRY & AMERICAN IMPORTERS	HOTEL PLAZA TERRACE ROOM
	Formal awards to American retailers for outstanding presentation of French lace. Fashion show by leading American designers. By invitation of the Lace and Embroidery Association of America. Press contact: Ken R. Williams Assoc., WI. 7-4471.		
Wednesday Sept. 9 5:30 P.M. Cocktails	PRESS PREVIEW OF FASHIONS BY PERTEGAZ	LORD & TAYLOR	3RD FLOOR
	Lord & Taylor will present a showing of Spanish fashions, designed by Pertegaz. By invitation. (For Release, Thurs., Sept. 10.) Publicity: Gloria Carr, WI. 7-3300.		
Beginning Wednesday Sept. 9	SHOWING OF RESORT COLLECTION	FONTANA OF ROME	HOTEL PLAZA SUITE 336
	Informal showings. By reservation. Contact: Joan Franges, PL. 3-7244.		
Sept. 10	GIMBELS RELEASE DATE--"ONE WORLD OF FASHION." (Preview, Sept.9--See Above)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 10 9:30 A.M. Breakfast	PRESS PREVIEW OF EUROPEAN FASHIONS	B. ALTMAN & CO.	9TH FLOOR CONFERENCE ROOM
	Preview of European collection, exclusive with Altman's. By invitation. (For Release, Mon., Sept. 14.) Publ.: Kay Robinson, OR. 9-7800, Ext. 412.		
Thursday Sept. 10 11:00 A.M.	PRESS PREVIEW OF IMPORT FASHIONS	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
	Macy's will present their import collection to the press. By invitation. (For Release, Fri., Sept. 11.) Publicity: Margery Rubin, OX. 5-4400.		
Thursday Sept. 10 2:30 P.M.	TENNIS FASHION SHOW AT FOREST HILLS	EASTMAN CHEMICAL PRODUCTS FOR KODEL	FOREST HILLS TENNIS STADIUM
	Tennis fashions in fabrics with Kodel IV, Eastman's stay-white polyester, will be modeled by tennis celebrities at the U.S. National Tennis Championships, showing specially designed costumes by Vera Maxwell, Oleg Cassini, Wesley Tann, Samuel Robert, William Pearson, Serendipity 3, and Splendiferous. Also new 1965 tennis fashions by Geri Chase, Frank Horgan, Townway, Florence Walsh, Darlene Hard, and American Golfer. Specially designed tennis hats by Leon Bennett and tennis rainwear by Puddlecoat. Producers: Fashion Coordinators, Inc.--Edith Burke, Commentator: Louise McGann, Coordinator. Contact: LI. 4-2166 or AX. 1-8180.		
Thursday Sept. 10 4:00 P.M. Cocktails	PREVIEW OF RESORT-SPRING COLLECTION	KORRIGAN-PARIS; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
	Knit ensembles and dresses in silk and wool for Resort and Spring; also men's knitwear. Show at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.		
Postponed Sept. 11	MAINBOCHER'S PRESS SHOW, ORIGINALLY SCHEDULED FOR FRIDAY, SEPT. 11 AT 11:00 A.M., HAS BEEN POSTPONED TO MONDAY, SEPT. 21 AT 11:00 A.M.(See Pg.6)		
Friday Sept. 11 5:00 P.M. Champagne	PRESS PREVIEW: "ELLE MAGAZINE" IMPORTS	STERN'S	3RD FLOOR BOUTIQUE ELLE SHOP
	Press preview of imported French fashions, exclusive with Stern's and selected by the editorial board of "Elle Magazine" of Paris. By invitation. (For Release, Thurs., Sept. 17.) Publ.: Mildred Collins, LO.5-7950, Ext.515.		
Beginning Friday Sept. 11	RESORT, HOLIDAY, EARLY SPRING COLLECTION	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Informal daily showings by Mam'selle of junior fashions, designed by Betty Carol. Contact: Bettye Whiteman, CH. 4-7373.		
Sept. 14	ALTMAN RELEASE DATE--European Fashions. (Preview Sept. 10--See Above)		
Monday Sept. 14 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORT FASHIONS	OHRBACH'S	5TH FLOOR
	Ohrbach's Paris and Italian import reproductions. By invitation. (For Release, Tues., Sept. 15.) (Customer showing, Mon., Sept. 21.) Publicity: Mark Klauser, OX. 5-4000.		
Monday Sept. 14 12:15 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS	MACY'S NEW YORK	3RD FLOOR
	Showings of import fashions for customers, 12:15 and 5:45 P.M. Open to public. Publicity: Margery Rubin, OX. 5-4400, Ext. 2260.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Sept. 14	CALIFORNIA SHOWINGS IN NEW YORK	LOS ANGELES FASHION GUILD	NEW YORK SHOWROOMS
	The following Guild members will be showing their collections in N.Y.: Adele of California, 512 Seventh Ave.; Georgia Bullock, Hotel Plaza; Charles Cooper, Gotham Hotel; Wayne Fuller, Gotham Hotel; Lee Herman, Bernstein & Genet, M. Nadler, Savoy Hilton; Oscar of Beverly Hills, 512 Seventh Avenue; Helen Rose, Gotham Hotel; Peggy Hunt, Gotham Hotel. Contact: Barbara Trister, 819 Santee Street, Los Angeles, California.		
Weeks of Sept. 14 And Sept. 21	INFORMAL SHOWINGS: RESORT AND SUMMER	COLE OF CALIFORNIA	1407 BROADWAY SUITE 602
	Private showings for two weeks, presenting misses and junior swimwear and sportswear in new showroom. Resident buyers, Thurs., Sept. 17 at 4:00 P.M. By invitation and appointment. Contact: BR. 9-2886.		
Monday Sept. 14- Sept. 25	FASHIONS FROM NOVEMBER "GREAT DATE" ISSUE	GLAMOUR MAGAZINE	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	"Glamour at the Palladium" showing the total look. Also, active ski and after-ski fashions. For retailers, 9:00 A.M. to 5:00 P.M. Contact: Joan Alforno, Merchandising Editor, MU. 9-5900, Ext. 476.		
Tuesday Sept. 15 9:00 A.M.	PRESS SHOWING OF PARIS COLLECTION	HOUSE OF LANVIN, PARIS, FRANCE	HESS BROS. ALLENTOWN, PA.
	Designer Jules Francois Crahay will present the first American showing of his collection for the House of Lanvin, in Allentown, Pa. Buses will leave New York at 9:00 A.M. By invitation only. Publicity: Fashion Coordinator--Lobsenz Public Relations, PL. 5-5633.		
Tuesday Sept. 15 9:30 A.M.	PRESS PREVIEW: "HOUSE OF YEARS"	W & J SLOANE, INC.	414 FIFTH AVENUE 5TH FLOOR
	Preview for the press of Sloane's "House of Years" shop. By invitation. (For Release, Fri., Sept. 18.) Publicity: Rene Kuhn, OX. 5-3800.		
Tuesday Sept. 15 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS	BERGDORF GOODMAN	4TH FLOOR SALON
	Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S. By invitation. (For Release, Wed., Sept. 16.) Publ.: Florence Neff, PL. 3-7300.		
Tuesday Sept. 15 12:30 P.M. Luncheon	PRESS SHOWING OF BRITISH FASHIONS	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
	Preview of exclusive fashions, designed by Caroline Charles, English designer. By invitation. (For Release, Thurs., Sept. 17.) Publicity: Margery Rubin, OX. 5-4400, Ext. 2260.		
Sept. 16	YOM KIPPUR--Jewish Day of Atonement (Wednesday).		
Sept. 17	STERN'S RELEASE DATE--Fashion Imports. (Preview, Sept. 11, See Pg.3)		
Sept. 17	MACY'S RELEASE DATE--British fashions by Caroline Charles. (Preview, Sept. 15)		
Thursday Sept. 17 9:00 A.M. Coffee	PRESS PREVIEW: RESORT AND CRUISE COLLECTION	DIANA THOMAS, LTD. (FORMERLY NILO, LTD.)	512 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Preview for the press of Resort and Cruise "wardrobe collection," designed by Nilo. By invitation. Buyers' show--Thursday, Sept. 24. Publicity: Jan M. Taylor, TR. 9-8965.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 17 10:30 A.M. Coffee	PREVIEW: FALL COUTURE IMPORT COLLECTION Press preview of imports and reproductions. By invitation. (For Release, Fri., Sept. 18.) Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Thursday Sept. 17 12:30 P.M. Luncheon	FALL FASHIONS BY JEAN LOUIS Luncheon show, featuring Fall fashions by Jean Louis. Special guests and celebrities. Tickets: $12.50; contact: Young Citizens for Johnson Headquarters, Governor Clinton Hotel, BR. 9-0077. Publ.: Phyllis Kay, JU.2-2224.	YOUNG CITIZENS FOR JOHNSON	DELMONICO HOTEL GRAND BALLROOM
Thursday Sept. 17 12:30 P.M. Luncheon	PRESS PREVIEW: BRITISH COUTURE COLLECTION Preview of 1964 British couture collection at Bergdorf Goodman, with a special collection of shoes designed by Rayne of London for Delman. By invitation only. (For Release, Mon., Sept. 21.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	GOODMAN PENTHOUSE
Thursday Sept. 17 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS "Red Carpet Collection" for Fall by Anne Fogarty, available at Lord & Taylor. Press by invitation. Public by reservation: $4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	ANNE FOGARTY (550 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 17 1:00 P.M.	HOLIDAY-EARLY SPRING COLLECTION A formal showing of the Holiday-early Spring collection by Mr. Mort. Continuous informal showings thereafter. Contact: Jean Urban, OX.5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Sept. 17 2:00 P.M.	RESORT AND EARLY SPRING COATS Opening of Resort and early Spring collection of coats by Originala at 2:00 P.M. Contact: Mrs. Jaye Lo Pinto, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Thursday Sept. 17 4:00 P.M. Cocktails	PREVIEW: RESORT AND HOLIDAY FASHIONS Preview of Holiday and Resort fashions. By invitation. Continuous beginning Sept. 22. Contact: Sylvia Greer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Sept. 17	COLE OF CALIFORNIA SWIMSUIT SHOW FOR RESIDENT BUYERS AT 4:00--1407 B'WAY.		
Sept. 18	W & J SLOANE'S RELEASE DATE--House of Years. (Preview Sept. 15--See Pg.4)		
Friday Sept. 18 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "The European Import Collections"--original models from France, Italy, Spain, and England for Fall, 1964. Report and commentary by: Nancy White, editor--"Harper's Bazaar"; Gwen Randolph, fashion director--"Harper's Bazaar." Prices: Breakfast--$8.00, members; $15.00, guests. Luncheon--$10.00, members; $20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
Friday Sept. 18 10:30 A.M.	PREVIEW FOR RESIDENT BUYERS Special preview for resident buyers of cocktail and evening fashions, designed by George Nardiello. By invitation. Continuous beginning Mon., Sept. 21. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 21 10:00 A.M. Breakfast	"NATIONAL SWEATER QUEEN CONTEST"	NAT'L KNITTED OUTERWEAR ASSN.(386 PK.AVE.SO.)	WALDORF-ASTORIA PILLEMONT SUITE
	Selection of National Sweater Queen and Junior Sweater Queen, in conjunction with the National Sweater Week (Sept. 21-27). By invitation. Publicity: Edward A. Brandwein, MU. 3-7520.		
Monday Sept. 21 10:30 A.M.	OPENING: RESORT AND HOLIDAY COLLECTION	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings Sept. 21 and Sept. 23 at 10:30. Contact: Judy Farr, WI. 7-5324.		
Monday Sept. 21 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
	Mainbocher will present his Fall custom-order fashions at a preview for the press. (Note Change of Date.) By invitation. (For Release, Tues., Sept. 22.) Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Sept. 21 11:30 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showing at 11:30. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.		
Monday Sept. 21 2:00 P.M.	HOLIDAY AND RESORT MISSES COLLECTION	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showing of Holiday and Resort collection. Contact: LO. 5-2626.		
Monday Sept. 21 2:15 P.M.	RESORT AND TRAVEL COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Paul Parnes' Resort and Travel collection, designed by Earl Luick and Fernando Bosc, Sept. 21, 29, Oct. 6 at 2:15 P.M. Contact: CH. 4-4600.		
Monday Sept. 21 2:30 P.M.	OPENING OF RESORT COLLECTION	YOUNG ELEGANTE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing of Young Elegante, Sept. 21 and Sept. 28 at 2:30. Contact:CH.4-1872.		
Monday Sept. 21 3:30 P.M. Cocktails	PRESS PREVIEW: RESORT AND ADVANCE SPRING	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showing for press of Resort and advance Spring collection. Also, Wed., Sept. 23 at 1:00 P.M. By invitation. Continuous thereafter. Contact: Kay McGowan, LO. 5-6453.		
Beginning Monday Sept. 21	OPENING: CRUISE AND SOUTHERN COLLECTION	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Informal showings of Vera Maxwell's select group of Cruise and Southern wear. Contact: Harold Queler, LO. 3-4358.		
Beginning Monday Sept. 21	OPENING: HOLIDAY AND RESORT COLLECTION	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Informal showings of Holiday and Resort collection. Contact: CH. 4-2655.		
Beginning Monday Sept. 21	HOLIDAY, RESORT, ADVANCE SPRING	IRA RENTNER	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Informal showings of Holiday, Resort, and advance Spring collection. Contact: LA. 4-0162.		
Sept. 21	BERGDORF GOODMAN RELEASE DATE--British Couture Collection.(Preview Sept.17)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 22 10:00 A.M.	OPENING OF HOLIDAY AND RESORT COLLECTION	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Helena Barbieri's collection of Holiday and Resort fashions. By reservation. Contact: CH. 4-3169.		
Tuesday Sept. 22 10:30 A.M.	RESORT & ADVANCE SPRING COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Coats and suits for Resort and advance Spring at 10:30 A.M. Thereafter by appointment. Contact: LA. 4-3310.		
Tuesday Sept. 22 10:30 A.M.	RESORT AND HOLIDAY COLLECTION	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Showing Sept. 22 and mornings thereafter at 10:30 A.M. By reservation. (Note Change of Date.) Contact: Sam Cohen, LO. 3-5600.		
Tuesday Sept. 22 11:30 A.M.	HOLIDAY AND RESORT COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showings Sept. 22 and Sept. 24 at 11:30. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.		
Tuesday Sept. 22 12:00 Noon	OPENING OF RESORT COLLECTION	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Two showings, Sept. 22 and 29 at 12:00 Noon. By invitation. Contact: Ruth McLaughlin or Mr. Revell, LO. 4-6337.		
Tuesday Sept. 22 12:30 P.M. Luncheon	PREVIEW: REVILLON FUR FASHIONS	REVILLON AT SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
	Press showing of Revillon furs. By invitation. (Note Change of Date.) (For Release, Wed., Sept. 23.) Publ.: Helen O'Hagan, PL. 3-4000.		
Tuesday Sept. 22 1:00 P.M.	SHOWING OF HOLIDAY-RESORT COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Also, Sept. 29 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO.3-0988.		
Tuesday Sept. 22 1:00 P.M.; 3:00 P.M.	CUSTOMER SHOWINGS: READY-TO-WEAR	MACY'S NEW YORK	2ND FLOOR LITTLE SHOP
	Showings of "Made-in-Europe" ready-to-wear fashions for customers, 1:00 and 3:00 P.M. Open to public. (Note Change of Date.) Publicity: Margery Rubin, OX. 5-4400.		
Tuesday Sept. 22 2:30 P.M.	OPENING OF RESORT COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showings Sept. 22, Oct. 1, 7 at 2:30 P.M. Contact: PE. 6-6983.		
Tuesday Sept. 22 2:30 P.M.	OPENING OF RESORT COLLECTION	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showings Sept. 22 and Sept. 29 at 2:30. Contact: CH. 4-1872.		
Tuesday Sept. 22 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER FURS	BEN KAHN FURS	SHERATON-EAST HOTEL DIPLOMAT SUITE
	Presentation of Ben Kahn's Fall and Winter fur fashions. By invitation. Publicity: McGeehan & O'Connor, 667 Madison Ave., PL. 9-8150.		
Tuesday Sept. 22 4:00 P.M.	HOLIDAY AND RESORT COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showing at 4:00, Sept. 22 and 29. By appointment. Contact: PE. 6-5547.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 22 5:00 P.M.-7:00 P.M.	"JEWELS AS A MODERN ART" Presentation of connoisseur collection by Marianne Ostier. Press reception by invitation only. Publicity: Ruth Hammer Associates, EL.5-7874.	MARIANNE OSTIER	OSTIER JEWELERS 5 EAST 57TH STREET
Tuesday Sept. 22 6:15 P.M.	PRESS PREVIEW OF EUROPEAN IMPORTS Annual presentation of European imports throughout the store. By invitation. (For Release, Wed., Sept. 23.) Publ.: Louise Langdon, PL. 2-1212.	BLOOMINGDALE'S	THROUGHOUT STORE
Tuesday Sept. 22 6:30 P.M.-9:00 P.M.	FIRST SESSION OF FASHION CAREER COURSE Subject: "Ready-to-Wear." Speakers: Anne Fogarty--Anne Fogarty, Inc.; Vincent Monte-Sano--Monte-Sano & Pruzan; Monika Tilley--White Stag Mfg.Co. Price for course (10 lectures): $20.00. Individual sessions: $2.75. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER (345 E.47TH ST.)
Beginning Tuesday Sept. 22	HOLIDAY AND EARLY SPRING COLLECTION Informal daily showings.	ARTHUR COLE DESIGNED BY OLE BORDEN Contact: Jerry Zucker, OX. 5-4760.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Sept. 23 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS Georges Kaplan's press preview of Fall and Winter fur fashions, designed by Jacques Kaplan, introducing "Great Mink Revolution." By invitation. Showing promptly at 10:00 A.M. (For Release, Thurs., Sept. 24.) Contact: Miss Gudrun Hoerig, CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Wednesday Sept. 23 11:00 A.M.	RESORT AND HOLIDAY COLLECTION Holiday and Resort collection, designed by Philippe Tournaye. By reservation. Contact: LO. 4-3600.	REMBRANDT, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 23 11:30 A.M.	OPENING: RESORT AND HOLIDAY COLLECTION Showing at 11:30. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	STEPHAN, LTD.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Sept. 23 12:00 Noon	HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection, designed by Don Breitinger. Also showing Sept. 30. By appointment. Contact: LA. 4-0237.	HAROLD LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Sept. 23 12:30 P.M. Luncheon	"DAWN TO DUSK" LEATHER FASHIONS Informal showing of fashions by Leathermode. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations, contact: CI. 6-9171.	LEATHERMODE (1410 BROADWAY)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Sept. 23 1:15 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showings Sept. 23 and 29, and Oct. 1 at 1:15 P.M. By reservation. Contact: Larry Farragut or Miss Vivian, LO. 5-2727.	GOTHE (DAVID E.GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Sept. 23 1:15 P.M.	RESORT AND HOLIDAY DRESS COLLECTION Sylvia Kaplan's Resort and Holiday dresses and ensembles. By invitation. Also, Monday, Sept. 28 at 9:45 A.M. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 23 2:30 P.M.	SHOWING OF ADVANCE SPRING COLLECTION	CHRISTIAN DIOR NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showings Sept. 23 and 29 at 2:30 P.M. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.		
Wednesday Sept. 23 4:00 P.M. Cocktails	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
	Press preview of Fall-Winter couture fur fashions by Reiss & Fabrizio. By invitation. (For Release, Mon., Sept. 28.) Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7874.		
Thursday Sept. 24 9:00 A.M. Coffee	OPENING: RESORT AND CRUISE COLLECTION	DIANA THOMAS, LTD. (FORMERLY NILO, LTD.)	512 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Resort and Cruise "wardrobe collection," designed by Nilo. By invitation. Continuous thereafter, by appointment. Contact: Dodie May, 244-3927.		
Thursday Sept. 24 10:30 A.M.	RESORT & EARLY SPRING COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showing at 10:30 A.M., Thurs., Sept. 24; thereafter Sept. 30, Oct. 2, and Oct. 6 at 10:30 A.M. By appointment. Contact: Mabel Glemby, LA. 4-9350.		
Thursday Sept. 24 11:30 A.M.	HOLIDAY AND RESORT COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showings of Holiday and Resort collection, designed by Dorothy Farbo; also Sept. 30 at 11:30 A.M. By reservation. Contact: BR. 9-5991.		
Thursday Sept. 24 12:00 Noon	OPENING OF RESORT COLLECTION	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showing Sept. 24 and 29 at 12:00 Noon. Contact: WI. 7-0152.		
Thursday Sept. 24 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
	Alexander's will present a luncheon showing of import fashions, originals, and adaptations. Press by invitation. Public by reservation: $4.75; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4000, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.		
Thursday Sept. 24 1:00 P.M.	SPECIAL SHOW: SPORTSWEAR, SEPARATES ONLY	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
	Special showing of Resort sportswear and separates, designed by Dorothy Cox. Contact: CH. 4-6350. Publicity: Rosemary Sheehan, MU. 5-1280.		
Thursday Sept. 24 1:00 P.M.	HOLIDAY & RESORT JUNIOR FASHIONS	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings Sept. 24 and 29 at 1:00 P.M. Contact: Ellen Roselle, LO. 4-0462.		
Thursday Sept. 24 2:30 P.M.	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	JOHN F. MORRIS & CO. (224 WEST 30TH ST.)	HOTEL DELMONICO BALLROOM
	Fur fashions, designed by S. Breslin Baker, for John F. Morris. By invitation. Thereafter by appointment. Contact: Henry Dorman, EL. 5-0400.		
Thursday Sept. 24 4:00 P.M.	RESORT AND HOLIDAY COLLECTION	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Malcolm Starr will present his Resort and Holiday collection, designed by Elinor Simmons and Mr. Arno, Sept. 24, 29, and Oct. 1 at 4:00 P.M. By appointment. Contact: Marion Auley, LA. 4-7690.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 24 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
	Twenty-second annual award, this year to Jacques Tiffeau and Geoffrey Beene. Also, special awards to Sylvia Pedlar, Iris Lingerie; and David Webb, jewelry designer. Fashion show at 9:00 P.M. By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday Sept. 25 12:00 Noon	OPENING OF HOLIDAY AND RESORT COLLECTION	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Showing of Holiday and Resort collection. By invitation. Contact:CH.4-5693.		
Friday Sept. 25 2:30 P.M.	OPENING OF RESORT COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Maurice Rentner's Resort collection, designed by Bill Blass. Showings Sept. 25 and Sept. 29 at 2:30. (Press show, Tues., Sept. 29 at 11:00 A.M.) Contact: Eleanor Stoner, LA. 4-6968.		
Friday Sept. 25 2:30 P.M.	SPECIAL GIVENCHY AFTER-FIVE FASHIONS	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
	Preview of after-five dress collection, designed by Givenchy and made by Adele Simpson exclusively for Bloomingdale's. By invitation. (For Release, Mon., Sept. 28.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7203.		
Sept. 28	REISS & FABRIZIO RELEASE--Fall-Winter furs. (Preview, Sept. 23--See Pg.9)		
Sept. 28	BLOOMINGDALE'S RELEASE DATE--Givenchy Fashions.(Preview Sept.25--See Above)		
Monday Sept. 28 9:30 A.M.	PREVIEW: VALENTINO OF ROME FASHIONS	BLOOMINGDALE'S	DOWNSTAIRS STORE
	Press preview of special collection by Valentino, exclusive with Bloomingdale's. By invitation. (For Release, Tues., Sept. 29.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7203.		
Monday Sept. 28 10:00 A.M.	RESORT AND HOLIDAY COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings Sept. 28, 29, 30 at 10:00 A.M. Contact: LA. 4-7626.		
Monday Sept. 28 11:30 A.M.	PRESS PREVIEW: MADE-TO-ORDER FUR FASHIONS	BERGDORF GOODMAN	2ND FLOOR FUR SALON
	Fall-Winter fur fashions, designed by Emeric Partos. By invitation. (For Release, Tues., Sept. 29.) Publ.: Florence Neff, PL. 3-7300.		
Monday Sept. 28 12:30 P.M. Luncheon	PRESS PREVIEW: SPRING SHOE TRENDS IN "CORFAM"	THE DU PONT COMPANY	GALLERY OF MODERN ART 2 COLUMBUS CIRCLE
	Preview of Spring colors and design trends in women's and men's footwear of "Corfam" poromeric. Luncheon at 12:30; presentation concludes at 2:00. By invitation. (For Release, Tues., Sept. 29.) Contact: Clara Knoll, 971-4432.		
Monday Sept. 28 4:00 P.M. Cocktails	SHOWING: HOLIDAY AND RESORT COLLECTION	ERIC LUND FOR DEZON, INC.	500 CLUB 500 SEVENTH AVENUE
	Holiday and Resort collection, designed by Eric Lund. By invitation. Showings by appointment at new showroom, 530 Seventh Avenue, 29th Floor. Contact: Mr. Raul Rodriguez, 947-4526.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Sept. 28	CAPSULE SHOWING OF RESORT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Showing of Resort fashions, designed by David Kidd for Arthur Jablow. By appointment. Contact: Virginia Yost, LA. 4-3404. Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Monday Sept. 28	OPENING OF RESORT COLLECTION	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Resort collection of boutique separates, casual suits, cashmere coordinates, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0220.		
Tuesday Sept. 29 9:30 A.M. Breakfast	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
	Preview of Fall-Winter fur fashions for the press. Showing at 10:00 A.M. By invitation. (For Release, Wed., Sept. 30.) Publicity: Vera Bacall, PL. 3-8421. Contact: Mrs. S.K. Steffan, CI. 7-1388.		
Tuesday Sept. 29 12:00 Noon	RESORT AND HOLIDAY COLLECTION	GEOFFREY BEENE LTD.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Also Sept. 30 and Oct. 1 at 12:00 Noon. By appointment. Contact: LW. 4-0454.		
Tuesday Sept. 29 12:00 Noon Luncheon	RESORT-INTO-SUMMER SWIMSUIT COLLECTION	DARLENE KNITWEAR (1407 BROADWAY)	SAVOY PLAZA HOTEL GOLD ROOM
	Darlene will preview their new swimsuit collection. Showing at 12:30 P.M. By invitation. Publicity: Jeanne Sessions, BR. 9-9400.		
Tuesday Sept. 29 12:00 Noon	OPENING: RESORT AND HOLIDAY COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Talmack's Resort and Holiday collection, designed by Dominic, Sept. 29 and Oct. 1 at 12:00 Noon. By reservation. Contact: Mr. A. Englander, BR. 9-1195.		
Tuesday Sept. 29 1:00 P.M.	RESORT AND HOLIDAY COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Showing of Resort and Holiday collection. Contact: Roy Solomon, CH. 4-3488.		
Tuesday Sept. 29 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF "BOOPEE-DOOP EYES"	EYLURE OF LONDON	SHEPHEARD'S (DRAKE HOTEL) PARK AVE. AT 56TH ST.
	Press preview of new false lashes and '30s-inspired "Boopee-Doop" eyes, created by British makeup experts David and Eric Aylott. By invitation. Contact: Jeanne Sakol, LT. 1-2050.		
Sept. 29	PRESS SHOWING OF MAURICE RENTNER'S RESORT COLLECTION AT 11:00 A.M. (See Pg. 10		
Wednesday Sept. 30 10:30 A.M.	RESORT AND EARLY SPRING COLLECTION	DAVID M. GOODSTEIN ASSOCIATES	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Showings on Sept. 30, Oct. 6, 13 at 10:30 A.M. By reservation. Contact: Carolyn Carpenter, LA. 4-2577.		
Wednesday Sept. 30 12:00 Noon	RESORT AND HOLIDAY COLLECTION	MADEMOISELLE RICCI FOR MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Showing of Resort and Holiday collection, designed by Gerard Pipart, Paris, on Sept. 30 and Oct. 1 at 12:00 Noon. By reservation. Continuous thereafter by appointment. Contact: Marta Schreiber, CH. 4-2270.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 30 12:00 Noon	RESORT-HOLIDAY FASHIONS BY MOLLIE PARNIS	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Showing by reservation. Contact: Lou Scobell, BR. 9-5012.		
Wednesday Sept. 30 12:30 P.M. Luncheon	BOUTIQUE KNITS AT LUNCHEON SHOWING	KETTY OF TURINO (CEZAR--4 E.53)	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Informal showing of knits during luncheon. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations, contact: CI. 6-9171.		
Wednesday Sept. 30 1:00 P.M.	OPENING: RESORT AND CRUISE DRESS COLLECTION	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Resort and Cruise dresses, designed by Dorothy Cox, Sept. 30, Oct. 7, 14 at 1:00 P.M. Contact: CH. 4-6350. Publ.: Rosemary Sheehan, MU. 5-1280.		
Thursday Oct. 1 4:00 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SPORTSWEAR	ROXANNE SWIMSUITS CO.	FOUR SEASONS 99 EAST 52ND STREET
	Resort and Summer swimsuits designed by Bill Blass and Roxanne. By invitation. Contact: Ruth Hammer Assoc., EL. 5-7874.		

SPRING OPENINGS BY LOS ANGELES FASHION GUILD IN LOS ANGELES

Sunday Oct. 4-Oct. 6	Oct. 4: 9:30 A.M. Mike Anthony, Beverly Wilshire Hotel. 1:30 P.M. Elis Porter, Beverly Wilshire Hotel. 2:30 P.M. Lee Herman, Beverly Wilshire Hotel. 4:30 P.M. Michael Novarese, Beverly Wilshire Hotel. 6:00 P.M. Helga, Beverly Hills Hotel.
	Oct. 5: 8:30 A.M. Stanley Nelson, Beverly Hills Hotel. 1:30 P.M. Travilla, Beverly Wilshire Hotel. 3:00 P.M. Helen Rose, Beverly Hills Hotel.
	Oct. 6: 8:30 A.M. Peggy Hunt, Beverly Wilshire Hotel. 10:00 A.M. Couture West, Beverly Wilshire Hotel. 6:00 P.M. Georgia Bullock, Residence.
	By Appt.: Adele of California; Charles Cooper; Wayne Fuller; Marusia; Michaelson, Inc.; M. Nadler; Oscar of Beverly Hills.
	Contact: Barbara Trister, 819 Santee Street, Los Angeles, California

Beginning Monday Oct. 5 9:30 A.M.& 1:30 P.M.	SPRING COLLECTION IN CALIFORNIA	WAYNE FULLER, INC.	122 E. 7TH STREET LOS ANGELES, CALIF.
	Wayne Fuller will present his Spring collection of afternoon dresses, costumes, and after-five wear at 9:30 and 1:30 daily. By appointment. Contact: Dick Steiner, MA. 7-5461(L.A.).		
Monday Oct. 5 10:00 A.M.	RESORT AND SPRING CALIFORNIA OPENING	WERLE (626 N.ROBERTSON BLVD.)	BEVERLY HILLS HOTEL PERSIAN ROOM
	By invitation. Contact: Jose Fernandez, OL. 5-8926(L.A.).		
Monday Oct. 5	RESORT & SPRING COLLECTION	BUD KILPATRICK	2139 STONER AVENUE WEST LOS ANGELES, CAL.
	Bud Kilpatrick will present his Resort and Spring collection in his California showroom to buyers and press. By invitation. Contact: Eph Feinberg, Area Code 213, BR. 2-1178. (L.A.)		
Thursday Oct. 8 11:00 A.M.	PRESS SHOWING: RESORT AND SPRING COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Thereafter Oct. 12, 14, and 19 at 11:00 A.M. Contact: Pat Brooks, WI. 7-4968.		

CALENDAR FOR 1965

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